

ABSTRACT

A computer-implemented method determines current beliefs and/or behaviors of a population, and forecasts the behaviors and/or beliefs which this population is likely to have in the future. The method involves selecting a subset of members from a target population, obtaining survey responses from the members in the subset, generating point estimates of at least one population parameter, generating confidence bounds for the point estimates, and conducting a trend analysis on the survey responses and the point estimates of the at least one population parameter. Future behavior, beliefs, or other attributes of the population is then determined based on the trend analysis.